

CONTRACT

KFVE-K5
420 Waiakamilo Road
Suite 205
Honolulu, HI 96817
(808) 847-9375

And:

Market Media
1164 Bishop Street
Suite 124-197
Honolulu, HI 96813

| | | |
|---|--|--|
| Contract / Revision 775283 / | | Alt Order # |
| Product Week 9 6/4 - 6/10 | | |
| Contract Dates 06/04/12 - 06/10/12 | | Estimate # |
| Advertiser Peter Carlisle for Mayor | | Original Date / Revision 05/31/12 / 05/31/12 |
| Billing Cycle EOM/EOC | Billing Calendar Broadcast | Cash/Trade Cash |
| Station KFVE | Account Executive Lehua Watson | Sales Office Honolulu-Local |
| Special Handling | | |
| Demographic Adults 25-54 | | |
| IDB# | Advertiser Code | Product Code |
| Agency Ref | | Advertiser Ref |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|---------------|------|-------------------|-----------------|---------------------------|----------------|------|--------|-------------------|-------------|------|----------|-------------------|
| N 1 | KFVE | 06/04/12 | 06/08/12 | Hawaii News Now at 6:30 | 628p-7p | | :30 | | | NM | 2 | \$150.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 06/04/12 | 06/10/12 | MTWTF-- | | | | 2 | \$75.00 | | | |
| N 2 | KFVE | 06/04/12 | 06/08/12 | TMZ (LF) | 935p-1235a | | :30 | | | NM | 1 | \$25.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 06/04/12 | 06/10/12 | MTWTF-- | | | | 1 | \$25.00 | | | |
| N 3 | KFVE | 06/04/12 | 06/10/12 | M-Su HI News Now At Nine | 9p-935p | | :30 | | | NM | 2 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 06/04/12 | 06/10/12 | MTWTFSS | | | | 2 | \$300.00 | | | |
| N 4 | KFVE | 06/08/12 | 06/10/12 | Hot Hawaiian Nights 7p | 7p-8p | | :30 | | | NM | 1 | \$250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 06/04/12 | 06/10/12 | ----F-- | | | | 1 | \$250.00 | | | |
| N 5 | KFVE | 06/08/12 | 06/10/12 | Hot Hawaiian Nights 7p | 7p-8p | | :30 | | | NM | 1 | \$100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 06/04/12 | 06/10/12 | ----F-- | | | | 1 | \$100.00 | | | |
| N 6 | KFVE | 06/08/12 | 06/10/12 | Greatest UH Games Ever | 7p-9p | | :30 | | | NM | 1 | \$50.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 06/04/12 | 06/10/12 | -----S | | | | 1 | \$50.00 | | | |
| N 7 | KFVE | 06/08/12 | 06/10/12 | Living Local w/ Baraquios | 935p-1235p | | :30 | | | NM | 1 | \$25.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 06/04/12 | 06/10/12 | -----S | | | | 1 | \$25.00 | | | |
| Totals | | | | | | | | | | | 9 | \$1,200.00 |

*Tax 1 Note: General Excise Tax 4.712%

| Time Period | # of Spots | Gross Amount | Net Amount | *Tax 1 | Total |
|---------------------|------------|-------------------|-------------------|----------------|-------------------|
| 05/28/12 - 06/10/12 | 9 | \$1,200.00 | \$1,020.00 | \$48.06 | \$1,068.06 |
| Totals | 9 | \$1,200.00 | \$1,020.00 | \$48.06 | \$1,068.06 |

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

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